



Communications Task Force
Sean P. Carr to: mayorcouncil

RECEIVED
CITY CLERKS OFFICE

2009 DEC 29 AM 10:35

12/28/2009 10:28 PM

Mayor Marcuccio and the Council:

I am writing to express my interest in participating in the new Communications Task Force. As detailed in the attached resume, I have a broad range of experience in local government, public affairs and journalism. For several years, I managed media relations and communications project for a county government serving 520,000 residents. I also served in municipal government on two volunteer bodies.

I am very interested in participating in this important project for the city I now call home. Thank you for your consideration.

Sincerely,
Sean P. Carr

Mobile: 202-527-9892



E-mail: seanpcarr@gmail.com SeanCarr-Resume.pdf

SEAN P. CARR

Address
120 Gibbs St., Apt. 283
Rockville, Md. 20850

Tel 202-527-9892
E-mail seanpcarr@gmail.com
Web www.seanpcarr.com

AWARDS & AFFILIATIONS

Leader in more than 10 successful political campaigns.

Writer of cover features and columns for award-winning editions of BestWeek (American Society of Business Publication Editors, General Excellence, 2008) (New Jersey Society of Professional Journalists, Excellence in Journalism, 2008)

Member, National Press Club (2009-present)

Judge, Pollie Awards, American Association of Political Consultants (2009)

Commissioner, City of Rahway (N.J.) Planning Board & Environmental Commission (2001-2002, 2005)

Executive Board Member, Cook College/CAES Alumni Association, Rutgers University (2000-2003)

Winning Contestant, "History I.Q.," game show on the History channel (2000)

New Jersey Press Association Editorial Writing Award (1995)

EDUCATION

BA, Journalism and Mass Media
BS, Human Ecology/Public Policy
Rutgers University - New Brunswick (1993)

Master's Certificate, Public Administration
Kean University (2000)

Certificate, Computer Arts/Design
Union County College (2001)

CURRENT POSITION

Washington Correspondent/Senior Associate Editor (11/2007-present)
A.M. Best (*Internet and print news service*), Washington, D.C.

- Launched newsletter on state and federal insurance regulation and legislation.
- Report daily online stories on insurance regulation, legislation and politics.
- Write in-depth enterprise stories and columns on trends, issues and public affairs.
- Cover issues including health care reform, climate change and financial reform.
- Produce and conduct audio and video podcasts and news reports.

PUBLIC AFFAIRS AND POLITICS

Communications Director (9/2005-11/2007)
SEIU Local 500, Gaithersburg, Md.

- Developed and implemented communications for growing and diverse labor union.
- Created and administered new website and e-advocacy initiatives.
- Directed media relations and messaging for organizing and political campaigns.
- Wrote and produced newsletters, campaign materials and other media.
- Coordinated member-to-member outreach, training and message delivery.

Public Information Officer/Bureau Chief (9/1998-9/2005)
Union County Government, Elizabeth, N.J.

- Managed media relations for a county government serving 520,000 residents.
- Wrote press releases, speeches and other communications for all media.
- Produced and wrote regular television program on county activities and services.
- Coordinated communications for the nation's largest terrorism-response exercise.
- Took two leaves of absence to work on out-of-state political campaigns (*below*).

Communications Director/Press Secretary (7/2004-11/2004)
America Coming Together, Phoenix, Ariz. and Allentown, Pa.

- Directed aggressive communications plan in two states as part of coordinated, national voter-contact program.
- Wrote and delivered message in online, print and broadcast media.
- Worked to provide a winning margin in key swing state in 2004 presidential race.

Communications Director/Deputy Campaign Manager (7/2002-11/2002)
David Fink for Congress, Farmington Hills, Mich.

- Assisted campaign manager in all aspects of high-profile \$2.4-million campaign.
- Wrote and managed communications, media relations and online media.
- Prepared candidate for debates, on-camera interviews and public appearances.

Communications Consultant, Mark Fernald for N.H. Governor (2002)

- Wrote campaign materials and provided strategic advice for successful primary.

Campaign Coordinator, Union County (N.J.) Democrats (1998-2004)

- Directed GOTV, advance and communications for more than 10 election victories.

JOURNALISM

Reporter, Bridge News (*Knight-Ridder*) (1998)

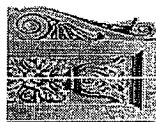
- Wrote news and features about commodities markets for global business wire.

Staff Writer, Home News Tribune, East Brunswick, N.J. (1996-1998)

Staff Writer, Ocean County's Observer, Toms River, N.J. (1995-1996)

Managing Editor, Worrall Community Newspapers, Union, N.J. (1993-1995)

- Won internal and statewide awards covering crime, politics and development.
- Wrote news, features, opinion columns and urban affairs columns for daily papers.
- Served as founding managing editor of newspaper in state's fourth-largest city.
- Managed staff and controlled editorial content and production for three weeklies.



To: "Barbara Carver" <bcarver50@gmail.com>
Cc:
Bcc:
Subject: Re: Communication Task Force

Dear Ms. Carver:

I wanted to confirm that the Mayor and Council have received your email expressing an interest in serving on the Communications Task Force. The Mayor and Council will let you know if anything else is needed.

Sincerely,

Claire F. Funkhouser, CMC
City Clerk/Treasurer
City of Rockville
City Clerk's Office
111 Maryland Avenue
Rockville, Maryland 20850
Phone: 240-314-8282
FAX: 240-314-8289
Email: cfunkhouser@rockvillemd.gov

"Barbara Carver"

Hi Phyllis,

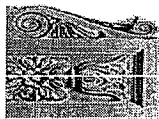
12/16/2009 08:01:56 PM

From: "Barbara Carver" <bcarver50@gmail.com>
To: <mayorcouncil@rockvillemd.gov>
Date: 12/16/2009 08:01 PM
Subject: Communication Task Force

Hi Phyllis,

I am interested in join the task force. Let me know what I need to do.

Thanks,
Barbara Carver
312 Reading Ave
Rockville MD 20850



To: "Jacques B Gelin" <gelinjac@verizon.net>,
Cc: mayorcouncil@rockvillemd.gov,
Bcc:
Subject: Re: Communications task force

Hi, Jacques,

I wanted to confirm that the Mayor and Council have received your email expressing an interest in serving on the Communications Task Force. The Mayor and Council will let you know if anything else is needed.

Hope you have a good holiday.

Claire

Claire F. Funkhouser, CMC
City Clerk/Treasurer
City of Rockville
City Clerk's Office
111 Maryland Avenue
Rockville, Maryland 20850
Phone: 240-314-8282
FAX: 240-314-8289
Email: cfunkhouser@rockvillemd.gov

"Jacques B Gelin"	I am interested in joining this body. Jacques B....	12/15/2009 07:08:02 PM
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From: "Jacques B Gelin" <gelinjac@verizon.net>
To: <mayorcouncil@rockvillemd.gov>
Date: 12/15/2009 07:08 PM
Subject: Communications task force

I am interested in joining this body. Jacques B. Gelin



To: "joe jordan" <jordanjos@comcast.net>
Cc:
Bcc:
Subject: Re: Communications Task Force

Dear Joe,

I wanted to confirm that the Mayor and Council have received your email expressing an interest in serving on the Communications Task Force. The Mayor and Council will let you know if anything else is needed.

Thank you for your interest in serving Rockville and enjoy the snow!

Claire

Claire F. Funkhouser, CMC
City Clerk/Treasurer
City of Rockville
City Clerk's Office
111 Maryland Avenue
Rockville, Maryland 20850
Phone: 240-314-8282
FAX: 240-314-8289
Email: cfunkhouser@rockvillemd.gov

"joe jordan"

Dear Mayor and Council members: I am interest...

12/18/2009 01:06:12 PM

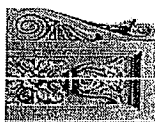
From: "joe jordan" <jordanjos@comcast.net>
To: <mayorcouncil@rockvillemd.gov>
Date: 12/18/2009 01:06 PM
Subject: Communications Task Force

Dear Mayor and Council members:

I am interested in being considered as a member of the new Communications Task Force. Please let me know what more you need from me, and I look forward to hearing from you.

Best regards,

Joseph Jordan



To: "Shashi Koduru" <skoduru@hotmail.com>
Cc: mayorcouncil@rockvillemd.gov,
Bcc:
Subject: Re: Communications and Finance and Budget Task Force

Dear Mr. Koduru,

This is to confirm that the Mayor and Council have received your email expressing an interest in the Communications Task Force and the Budget and Finance Task Force. The Mayor and Council will be in touch if they need any further information.

Thank you for your interest in serving the City.

Sincerely,

Claire F. Funkhouser, CMC
City Clerk/Treasurer
City of Rockville
City Clerk's Office
111 Maryland Avenue
Rockville, Maryland 20850
Phone: 240-314-8282
FAX: 240-314-8289
Email: cfunkhouser@rockvillemd.gov

"Shashi Koduru"

Hello Mayor and Council,

12/16/2009 02:06:48 PM

From: "Shashi Koduru" <skoduru@hotmail.com>
To: <mayorcouncil@rockvillemd.gov>
Date: 12/16/2009 02:06 PM
Subject: Communications and Finance and Budget Task Force

Hello Mayor and Council,

I am interested in joining the Communications and/or the Finance and Budget Task Force. Please find my resume attached to this email and contact me if you have any questions.

I have experience in Finance and Budgets as I am the current Treasurer and Board Member for the Americana Condominium Centre Association, and have formal training via my MBA degree.

Thank you,
Mr. Shashi Koduru



Shashi_Koduru_Dec_10_09.doc

Shashi Koduru

Rockville, MD 20850 • 703-626-5761 • skoduru@hotmail.com

SUMMARY OF QUALIFICATIONS

Molecular biology scientist with diverse experience in marketing and strategy combined with a professional and academic foundation in science. Background includes extensive experience in project management and startup ventures. Strengths include communications and building cross-functional relationships with globally dispersed professionals at all levels.

- | | | |
|-----------------------------|-----------------------|------------------------|
| • Project management | • Scientist – R&D, | • Project Management |
| • Customer support/training | Published | Professional Certified |
| • Sales support/training | • Contract Management | (PMP# 1305435) |

EXPERIENCE**Oratel Incorporated, Herndon, VA**

An merging multinational carrier, focused on providing cost efficient and high quality long distance and international voice services for the Metro-Washington DC consumer market by leveraging existing carrier networks and Voice over IP (VoIP) technology.

Director - Business Development (Part-time/Investor)

September 2002 – Present

- One of eight founders tasked with multiple projects to develop Oratel's VoIP telephony services.
- Initiated contact and negotiated wholesale rates with VoIP carriers.
- Provided input and developed marketing strategy and collateral with the CEO and CFO.
- Marketing plans contributed to a customer base above 4,000 subscribers and yearly revenues greater than \$1,000,000.

Applied Biosystems, Part of Life Technologies, Rockville, MD

A global biotechnology tools company its instruments, consumables, and services enable researchers to accelerate scientific exploration, new discoveries and developments. Applied Biosystems was acquired by Invitrogen on November, 2008, and the combined companies were renamed Life Technologies. Previously Applied Biosystems was under the corporate umbrella of the Applera Corporation.

Project Manager

September 2007 – October 2009

- Managed the development and deployment of an e-commerce website to support the release of TaqMan® Copy Number Assay products: <https://www5.appliedbiosystems.com/tools/cnv/>
- Held weekly meetings with project team to manage resources and to maintain the development schedule.
- Managed resources via phone, email, and web conferencing since development teams were not local.
- Provided weekly and biweekly updates to program and portfolio manager and escalated risks.
- Coordinated reviews with teams to identify and resolve issues with systems interfaces.
- Trained sales representatives and internal teams on the use of the new application.

Senior Technical Support Specialist

July 2005 – October 2009

- Provided customer and technical support (phone and email) for Applied Biosystems' products.
- Created training materials and trained sales representatives and customers in the use of the Applied Biosystems' genomic research products.
- Managed secondary support processes to audit and ensure that e-commerce contractor met service levels.
- Attended daily operations meeting with senior level directors and VPs to ensure that customer concerns were being addressed by our e-commerce contractor and our customer/technical support groups.
- Created and maintained a wiki server for internal support team to store process and support documents and to retrieve them in real time via the intranet.

Senior Portal Support Specialist

June 2002 – July 2005

- Provided scientific support and training for the Celera Discovery System (CDS) genomic reference database and Applied Biosystems' genomic research products for sales representatives and customers.
- Performed preliminary bioinformatic services for custom genomic research products for key customers.
- Reported customer issues and feedback to development teams for future enhancements.

Celera Genomics, an Appera Corporation Business, Rockville, MD

Currently a therapeutics and diagnostics company, Celera sequenced the human genome among other species and provided the annotated sequence as a reference database product. The data from sequenced genomes have been turned into several research use products by its sister company Applied Biosystems.

Senior Scientist

December 2001 – June 2002

- Managed two medium throughput DNA sequencing pipelines (sequenced 400 cDNA clones per week).
- Cloned and sequenced 100 aptamer pools (synthetic antibodies) per week.
- Developed high throughput sequencing pipeline for verification of cDNAs/proteins involved in lung and pancreatic cancer.
- Established a plasmid preparation lab to produce milligram quantities of Endotoxin-free DNA plasmid for use in the production of therapeutic antibodies.
- Supervised two associates in the operation of sequencing pipelines and ensured cDNA clones were delivered on time to the therapeutic antibody group.

cDNA Research Associate

January 2000 – December 2001

- Developed protocols and standard operating procedures for full-length cDNA sequencing production pipeline.
- Managed and trained personnel to carry out protocols for the cDNA sequencing pipeline. Data obtained was used to annotate the sequence of the human genome.
- Met with software engineers to determine requirements for sample tracking of cDNA clones throughout the pipeline. The robust system handled millions of samples and provided sample status at any given time.
- Generated reports to assess efficiency of the pipeline and troubleshoot the process as necessary.
- Developed novel ways to improve efficiency and troubleshoot quality issues with sequencing pipelines.

NICHD, National Institutes of Health, Bethesda, MD

The National Institute of Child Health and Human Development, Laboratory of Molecular Growth Regulation, Section on Molecular and Cell Biology (Dr. Richard Maraia) is focused on molecular mechanisms involved in RNA expression in eukaryotes.

Technical Intramural Research Training Award Fellow

February 1998 – December 1999

- Studied functions of human La antigen in the expression, processing, and maturation of tRNAs using standard molecular biological techniques.
- Critically analyzed data and presented findings to other scientists quarterly.
- Research activities contributed to two scientific journal publications.

Virginia Commonwealth University, Richmond, VA

Dr. Mitchell Schubert's lab at the VA Medical Center in Richmond, Virginia investigated the neural, hormonal, and paracrine mechanisms of acid secretion.

Research Assistant

August 1994 – October 1997

- Studied hormonal and neural mechanisms of acid secretion in mice, rats, and dogs.
- Identified nitric oxide and the peptide, amylin, as mediators of acid secretion.
- Research activities contributed to two scientific journal publications and Master's thesis.

COMPUTER SKILLS

Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, Access, Project, Visio) in both Windows and Macintosh OS. Familiar with SQL, Business Objects, SAP, RightNow (CRM), Remedy (Incident Management), Mercury Quality Center, IBM Rational DOORS and Enterprise Architect.

EDUCATION

Robert H. Smith School of Business, University of Maryland, College Park, MD

Master of Business Administration / Master of Science, Information Systems, December, 2007

Concentration: Marketing and Strategy

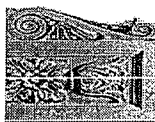
Virginia Commonwealth University School of Medicine, Richmond, VA

Master of Science, Physiology, December, 1997

University of Virginia, Charlottesville, VA

A(I) - 8

Bachelor of Arts, Chemistry with Specialization in Biochemistry, May, 1994



To: Stephen Maroon <spmsteve@yahoo.com>
 Cc: mayorcouncil@rockvillemd.gov,
 Bcc:
 Subject: Re: Communications Task Force: Interested Applicant

Dear Mr. Maroon:

I wanted to confirm that the Mayor and Council have received your email expressing an interest in serving on the Communications Task Force. The Mayor and Council will let you know if anything else is needed.

Thank you for your interest in serving Rockville.

Sincerely,

Claire F. Funkhouser, CMC
 City Clerk/Treasurer
 City of Rockville
 City Clerk's Office
 111 Maryland Avenue
 Rockville, Maryland 20850
 Phone: 240-314-8282
 FAX: 240-314-8289
 Email: cfunkhouser@rockvillemd.gov

Stephen Maroon

Dear Mayor Marcuccio and City Council, I like t...

12/17/2009 10:24:53 AM

From: Stephen Maroon <spmsteve@yahoo.com>
 To: mayorcouncil@rockvillemd.gov
 Date: 12/17/2009 10:24 AM
 Subject: Communications Task Force: Interested Applicant

Dear Mayor Marcuccio and City Council,

I like the idea of a Communications Task Force and am interested in applying to be a member. Please find at my qualifications for the position. If you need more information or a resume, please send me an e-mail or call

Thank you for your consideration.

Regards,
 Stephen Maroon



Bio.doc

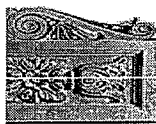
Stephen Paul Maroon

Professional Overview

Stephen Maroon has marketing management experience and perspective from both the private and public sectors. For the past ten years he has been the Director of Marketing in the Communications group for the Export-Import Bank with responsibility for branding, building overall awareness, and obtaining qualified leads for the sales team. The bank has just achieved its highest financing level since its establishment in 1934, and its recent fiscal results are +37% versus last year.

Steve's prior work was Marketing Director of the Peace Corps, whereby he successfully re-built awareness of this agency and attracted a record number of qualified candidates for volunteer service overseas. His private sector experience includes brand management with Procter and Gamble and marketing consulting and communication services for Fortune 500 companies.

Steve also was elected by peers nationwide to serve as a board member of the American Marketing Association. He earned an MBA from Columbia University and has won professional awards for two television advertisements and one in print, a nationwide sales promotion, and a "Big Picture" branding campaign. Before graduate school, this New Englander graduated Summa Cum Laude with a B.A. in political science and worked as a political campaign manager and project management software salesperson. His wife Patty is the successful owner of Home Instead Senior Care. As resident of Rockville, Maryland, Steve enjoys being VP of his homeowners association, sports (especially football and ice hockey), international affairs and cuisine, music, movies, and of course, television and of course, advertisements!



To: Carol Nicholas <cnicholas@fs.fed.us>
 Cc:
 Bcc:
 Subject: Re: Volunteering for the communications task force

Hi, Carol,

Happy New Year to you, too! I wanted to let you know that the Mayor and Council have each received a copy of your email expressing an interest in serving on the Communications Task Force. The Mayor and Council will be in touch if anything further is needed.

Thank you for your interest in serving Rockville.

Claire

Claire F. Funkhouser, CMC
 City Clerk/Treasurer
 City of Rockville
 City Clerk's Office
 111 Maryland Avenue
 Rockville, Maryland 20850
 Phone: 240-314-8282
 FAX: 240-314-8289
 Email: cfunkhouser@rockvillemd.gov

Carol Nicholas

Good Morning & Happy New Year to You All, I...

01/04/2010 08:43:02 AM

From: Carol Nicholas <cnicholas@fs.fed.us>
 To: mayorcouncil@rockvillemd.gov
 Date: 01/04/2010 08:43 AM
 Subject: Volunteering for the communications task force

Good Morning & Happy New Year to You All,

I would find it a great honor to be a part of this task force. I have worked in controlled correspondence for 10 years. During that time I have worked with the Secretary's office (USDA) and the agency I am with (Forest Service) scanning in mail from the White House and Capital Hill. I understand the high importance of maintaining communication skills on all levels and I am very happy to see Rockville focusing on this. Also I am a board member of Rocknet. So what I do for rocknet and offering support with communications would blend in well together.

Respectfully Yours,

Carol E. Nicholas, Office Automation Clerk - Typist
 Strategic Planning, Budget & Accountability 5SO
 1SO Correspondence & Records Management(CRM)
 Office of Regulatory and Management Services (ORMS)
 (WO) USDA Forest Service
 201 14th Street, SW
 Washington, DC 20250
 Phone (202) 205-4992 Fax (202) 205-0975
 email: cnicholas@fs.fed.us

Home #: 301-424-8190

Re: Communications Task Force
Russ Rubin
to:
CFunkhouser
01/05/2010 12:58 PM
[Show Details](#)

History: This message has been replied to.

Claire,

Thank you for your call today. Attached, please find my resume for the Communications Task Force. Thank you for your consideration, and I look forward to working with you soon!

Best,
Russ

Russ Rubin
(301)529-1133

From: "CFunkhouser@rockvillemd.gov" <CFunkhouser@rockvillemd.gov>
To: Russ Rubin <russell_rubin@yahoo.com>
Cc: mayorcouncil@rockvillemd.gov
Sent: Thu, December 24, 2009 1:20:07 PM
Subject: Re: Communications Task Force

Hi, Russ,

Good to speak with you today. I'm sure the Mayor and Council will be interested to see the resume we discussed.

Have happy holiday.

Claire

Claire F. Funkhouser, CMC
City Clerk/Treasurer
City of Rockville
City Clerk's Office
111 Maryland Avenue
Rockville, Maryland 20850
Phone: 240-314-8282
FAX: 240-314-8289
Email: cfunkhouser@rockvillemd.gov

☛ Russ Rubin ---12/23/2009 10:56:14 PM---Are you still accepting applications to join the City of

Rockville's Communication Task Force? I am

From: Russ Rubin <russell_rubin@yahoo.com>
To: mayorcouncil@rockvillemd.gov
Date: 12/23/2009 10:56 PM
Subject: Communications Task Force

Are you still accepting applications to join the City of Rockville's Communication Task Force? I am moving into the city in January and would love to get involved. Please let me know what I can do to help and if there are any requirements to join the team.

Thanks,
Russ

Russ Rubin
(301)529-1133

russell_rubin@yahoo.com • (301) 529-1133 (mobile) • 1049 Copperstone Court, Rockville, MD 20852

SUMMARY OF QUALIFICATIONS

Over six years of award-winning experience in sports and entertainment marketing departments, developing innovative marketing campaigns, driving year over year revenue growth, generating new business leads, and increasing audience metrics to record levels. Specialty in creating and executing targeted messaging programs, and delivering a calculated return on investment. Experienced in live radio and television broadcasting and in-studio and remote production.

RELEVANT PROFESSIONAL EXPERIENCE**Public Health Foundation**Washington, DC
2009-present**MARKETING AND COMMUNICATIONS MANAGER**

- Developed and executed e-commerce marketing campaigns for over 300 healthcare products
- Exceeded retail sales goal and lowered operating expenses to net \$241,000 in additional profit in first year
- Managed search engine optimization campaign which generated a 73% increase in e-commerce traffic

Travel Channel MediaChevy Chase, MD
2008-2009**MARKETING STRATEGY MANAGER**

- Head marketing strategist for *Travel Channel's Man v. Food* show; achieved record-high ratings for the network
- Led Travel HD marketing campaigns with affiliate cable systems, surpassing distribution goal of 6M subscribers
- Managed marketing rollout on social media platforms and network agency partners including Facebook, Twitter, and blogs
- Secured and executed agreements with charitable organizations, expanding community service profile and outreach

Washington Redskins Radio Network/Red Zebra BroadcastingSilver Spring, MD
2006-2008**CLIENT SERVICES MANAGER**

- Recruited to launch the Client Services Department for a new radio and television network
 - Built customer base from zero to over 200 active accounts over the first eight months of operation
 - Recruited, hired, trained, and managed client services team and support staff
 - Trained sales staff of 20 employees in customer relationship management, company policies and procedures
 - Negotiated contracts with vendors and business partners to reduce administrative, purchasing, and operating expenses and create efficiencies
- Created and executed targeted new product offering initiatives for new client business, growing year over year revenue by 32%
- Strengthened client partnership value, resulting in higher client retention rates, through individualized programs and service
- Fulfilled and managed all customer marketing plans, including media placement, merchandising, and sampling programs

Alloy Media + Marketing/AMP AgencyBoston, MA
2003-2006**MARKETING MANAGER**

- Recipient of Alloy Media + Marketing's 2005 Employee of the Year MVP Award
- Recipient of AMP Agency's 2004 Employee of the Year Teamwork Award
- Directed redesign of company's website, promoting lead generation, and corporate branding initiatives
- Managed corporate marketing budget, production of marketing materials, and literature for sales team and trade shows
- Live promotional programs included college events, charitable functions, viral events, and mobile tours
- Key customers included Verizon FiOS, MTV, JP Morgan Chase, and Ralph Lauren
- Wrote monthly "Inside Alloy Media + Marketing" Newsletter for distribution to more than 1000 employees
- Wrote sales proposals, detailed program budgets, schedules, and contracts for clients, leading to \$3M in new agency revenue

PUBLIC PRESENTATION, COMMUNICATION, AND LIVE BROADCASTING EXPERIENCE

1999-present

Atlantic Coast Conference (ACC) Select, play by play announcer, NCAA Division I events and Championships
U. of Maryland Athletic Department, public address announcer, Comcast Center and NCAA Championships
New England Patriots/Infinity Broadcasting, producer, NFL Radio on WBCN-FM and 36 network affiliates
Boston Celtics/Sporting News Radio, game night producer, on-air talent, talk show executive producer
National Broadcasting Co. (NBC), "The George Michael Sports Machine", sports production assistant
Boston University/WTBU Radio, general manager, ice hockey play by play, and on-air personality
Boston University College of Communication, assistant professor in Advanced Radio Journalism courses

EDUCATION

Boston University College of Communication
Bachelor of Science in Communication, Major in Advertising

Boston, MA
May 2003

Routed To:

☒ Council

☐ City Clerk

☐ City Manager

☐ City Attorney

☐ Council Support Specialist

☐ Other _____

City of Rockville

Boards and Commissions

Application of Expression of Interest

Attach A(I)

RECEIVED
CITY CLERKS OFFICE

Date: 12/9/09

2009 DEC -9 PM 2:53

Board/Commission Interested In: Communications Task Force

Name: WALEED A. OVASE

Address: 766 Princeton Place Apt.# —

Rockville, MD Zip 20850

Home Phone: (240) 328-2409 Work Phone () 240-328-2409

E-Mail: waleedovase@gmail.com Fax: —

Note: Work phone numbers are for staff use only.

Summary of Work Experience: Executive Producer Giant Gnome Productions [www.giantgnome.com]

Experience: 2009 Candidate, Rockville City Council

Education/Training: 12th Grade, Richard Montgomery High School

Volunteer Activities: Visitor Services, Smithsonian Air & Space Museum; Volunteers, Hebrew Home of Greater Washington

Professional Affiliations/Memberships: National Forensics League; ~~NA~~ United States Fencing Association

Please describe your interest in serving on this Board/Commission I am interested in improving communication to Rockville Residents.

Please indicate here [☒ yes or ☐ no whether or not the City may give elected officials who serve Rockville (other than the Mayor and Council) your name and address. This information would not be used for any fund-raising, "issues" mailings or campaign mailings. No phone numbers will be given.

Please Return Form and Resume, if available, to: Mayor and Council
c/o City Clerk's Office
111 Maryland Avenue
Rockville, MD 20850
240-314-8280

Communications Task Force
Chris Noonan Sturm
to:
mayorcouncil
01/03/2010 12:37 PM
Show Details

Greetings,

Happy New Year! I read with much interest the announcement concerning the formation of the Communications Task Force. I'm a professional communicator -- former daily newspaper reporter, book editor, magazine editor. I'm also a web communications expert, with a special focus on non-profit and government web communications. I've been a web manager since 1996 -- for Radio Free Europe, U.S. News and World Report, and currently Montgomery County Public Schools. I've lived in a townhome in Regents Square in Woodley Gardens for a bit more than a year. I love the neighborhood and have been generally impressed with the city of Rockville. I would be interested in contributing to this effort if you can share more details about the level of commitment.

You'll find more information about me at my LinkedIn profile:
<http://www.linkedin.com/in/chrisnoonansturm>

I look forward to hearing from you. If you need to reach me by phone, my cell is 240.423.0955.

Thanks and regards,

Chris

Chris Noonan Sturm
cnsturm@verizon.net
<http://www.linkedin.com/in/chrisnoonansturm>
<http://twitter.com/cnsturm>

[Attach A\(\)](#)

Communications Task Force
Becky Warren
to:
mayorcouncil
12/10/2009 04:26 PM
Please respond to rkwarren
[Show Details](#)

RECEIVED
CITY CLERKS OFFICE
2009 DEC 10 PM 4:52

Hello Mayor and Council:

I'd be very interested in learning more about the Communications Task Force and possibly in volunteering to be part of it. I currently work as Head of Internal Communciations for the British Embassy and Consulates in the US, and I previously worked in communications at Save the Children.

Many thanks,

Becky Warren
7 Paca Place



To: "Susan Yancy" <susan.yancy@hocmc.org>
 Cc: mayorcouncil@rockvillemd.gov,
 Bcc:
 Subject: Re: Communications Task Force

Dear Ms. Yancy,

I wanted to confirm that the Mayor and Council have received your email expressing an interest in serving on the Communications Task Force. The Mayor and Council will let you know if anything else is needed.

Sincerely,

Claire F. Funkhouser, CMC
 City Clerk/Treasurer
 City of Rockville
 City Clerk's Office
 111 Maryland Avenue
 Rockville, Maryland 20850
 Phone: 240-314-8282
 FAX: 240-314-8289
 Email: cfunkhouser@rockvillemd.gov

"Susan Yancy"

Hi, I am very interested in serving on the Comm...

12/16/2009 05:27:58 PM

From: "Susan Yancy" <susan.yancy@hocmc.org>
 To: <mayorcouncil@rockvillemd.gov>
 Date: 12/16/2009 05:27 PM
 Subject: Communications Task Force

Hi,

I am very interested in serving on the Communications Task Force that the Mayor and Council recently proposed. I am a communications professional living in Rockville and would welcome the opportunity to work closely with the task force on improving the city government's outreach to residents. I currently work for Montgomery County as a public affairs specialist for the Housing Opportunities Commission. I am familiar with the challenges that governments face as they seek to open up channels of communication with their communities. Prior to moving to Rockville in 1993, I lived in Washington, D.C. and also worked for the District of Columbia government in the Mayor's Office of Communications.

I have attached a copy of my resume.

I look forward to hearing from you,

Sincerely,

Susan Krimer Yancy
Asst. Dir., Office of Legislative & Public Affairs
Housing Opportunities Commission

Work: 240-773-9060
 Cell: 301-661-3921
 susan.yancy@hocmc.org



resumejune2007.pdf

Susan Krimer Yancy

236 New Mark Esplanade, Rockville, MD 20850 Home: 301-309-0201; Work: 240-773-9060; cell: 301-661-3921
susan.yancy@hocmc.org

Experience

Assistant Public Affairs Officer; Housing Resource Service Supervisor, 1998 – Present, Housing Opportunities Commission, Kensington, MD

- Publicize HOC activities/policies in national and local media; pitch story ideas to editors; write news releases, newsletters, letters to the editor, brochures, website content, talking points for agency officials, executive director speeches, articles for submission to trade/general interest publications, national award applications, calendar information. Arrange for HOC officials/clients to be interviewed by media. Stories receiving national and local attention include: Affordable Housing Conference (serving as steering committee member); Housing Day in Annapolis; Montgomery County Housing Fair (planning committee member); Housing Forum; and Voucher Lease Up Initiative
- Co-create communications strategic plan for the agency with the Director of Public and Legislative Affairs; demonstrate and evaluate success of the communication plan to Commission members using statistical measures
- Participate in and plan advocacy activities before local, state and federal legislators
- Supervise day-to-day activities of several volunteers in Housing Resource Service (HOC office created in 1999 to improve public access to affordable housing information in Montgomery County.)
- Launched agency's website in 1999; update/expand content daily
- Created daily e-mail newsletter on national, state and local housing and community development issues; subscribers include key decision makers, clients, activists
- Regularly attend and represent the agency at community and homeowner association meetings and housing conferences; give presentations on housing topics and agency initiatives
- Plan and produce agency events, such as ribbon-cuttings, open houses
- Initiated agency-wide customer service program; wrote and edited customer service booklet, now used to evaluate employee performance
- Designed database to track types of information sought by callers, visitors; publish monthly reports on public use of HOC resources

Acting Communications Director/Deputy Director; Correspondence Supervisor; Public Affairs Specialist, 1990-1998, Office of Communications, Executive Office of the Mayor, District of Columbia

- Managed communications office during administration transition, supervising seven staff members
- Worked closely with press secretary to coordinate local/national media coverage; wrote press releases, talking points, position papers, annual reports, Congressional testimony; op-ed pieces, letters to the editor, and mayoral speeches
- Oversaw publication program for executive branch of government
- Launched training course for public affairs staff
- Directed operations of 10-person correspondence unit.; created a system of form letters that increased office efficiency

- Worked closely with web designer to create District government's first website
- Advised government executives on media strategy

Editor, 1987 – 1989 *Credit Union Information Service/ United Communications Group, Bethesda, MD*

- Reported, wrote and edited biweekly publication on investments, trade associations, tax and accounting issues, regulation, personnel management and data processing issues relevant to credit unions
- Produced monthly special reports on specific topics of interest to credit union managers
- Attended and covered Congressional hearings , seminars and trade conventions; planned and marketed professional seminars for financial managers

Managing Editor, 1986-1987 *Law Enforcement Technology, Media Horizons, New York, NY*

- Supervised production of 20,000 circulation bimonthly magazine for publishing firm
- Prepared artwork and page layout, magazine imposition
- Wrote news, editorials, features, product and book reports; planned editorial calendar and focus issues

Senior Editor, 1979-1984, Warren, Gorham & Lamont, New York, NY

- Supervised activities of six book editors from manuscript to bound book
- Acquired authors for supplemental texts
- Wrote marketing material for professional texts

Education

- B.S. Journalism, 1976, University of Maryland, College Park
- U.S.D.A. Graduate School, Washington, D.C., Management courses
- Web Design, University of the District of Columbia, Washington, D.C.
- Interpersonal Skills for Managers, American Management Association
- Field Producer, video, Access Montgomery; camera operator
- Access Database, Montgomery College, Rockville, MD
- PageMaker, University of the District of Columbia

**Committees/
Awards**

- NAHRO (National Association of Housing and Community Development Officials) Award of Merit for staff newsletter, June 2007
- Montgomery's "Best Honor Award," April 2003 (from County Executive Doug Duncan)
- All America City Award, Montgomery County, MD, 1999, 2000
- Affordable Housing Conference, Steering Committee, 2000, 2001, 2002, 2003
- Housing Maryland, Planning Committee
- Montgomery County Housing Fair, 2001, 2002, 2003
- Mayoral Commendation, Real Estate Management Committee, 1996, Washington, D.C.
- National Capital Optimist Club, 2004-present; president 2006-2007
- Montgomery Women, board member, 2008 - present

Community